

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:3881

ANSWERED ON:19.04.2005

PUBLICITY OF WOMEN AND CHILDREN DEVELOPMENT SCHEMES

Satpathy Shri Tathagata;Tripathy Shri Braja Kishore

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

- (a) whether many Central Schemes especially for the development of women and children are not getting right publicity in rural and tribal areas at grass roots level;
- (b) if so, the reasons therefore;
- (c) whether on the success of Swashakti the Government launched Swayamsidha Scheme;
- (d) if so, the details thereof alongwith the block covered under the scheme so far;
- (e) whether most of the people in rural areas are not aware of the benefits of the scheme; and
- (f) if so, the steps taken or being taken by the Government to give wide publicity to the schemes in the rural and tribal areas?

Answer

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (SHRIMATI KANTI SINGH)

(a),(b)&(c) No, Sir.

(d) Swa-shakti project launched in October 1998 covering 335 blocks in 9 States will end in June, 2005. The Scheme of Swayamsidha launched in February 2001 covering 650 blocks in 33 States/UTs will end in March 2006.

(e)&(f) In order to improve awareness level about the schemes of Swayamsidha and Swa-shakti in the project areas including rural and tribal areas, the following steps have been taken:

- (1) Posters and Pamphlets have been printed and distributed.
- (2) Awareness Generation camps have been organized.
- (3) Video Conferencing was organized.
- (4) Radio/TV programmes are broadcast/telecast.